

**WBKO-TV**  
**EEO PUBLIC FILE REPORT**  
**April 1, 2007 – March 31, 2008<sup>1</sup>**

**I. VACANCY LIST**

See Master Recruitment Source List (MRSL) for recruitment source data.

<b>Job Title</b>	<b>Recruitment Sources (RS) Used To Fill Vacancy</b>	<b>RS Referring Hiree</b>
Sales Coordinator/AE	1-16, 18-21, 23, 25-28	23
Editor/Assoc Producer 1	1-7, 9-16, 18-21, 23, 25-28, 31	23
Editor/Assoc Producer 2	1-7, 9-16, 18-21, 23, 25-28, 31	3
Editor/Assoc Producer 3	1-16, 18-21, 23, 25-28	23
Editor/Assoc Producer 4	1-16, 18-21, 23, 25-28	23
Internet Account Executive	1-16, 18-21, 23, 25-28, 30	25
MCO 1	1-7, 9-16, 18-21, 23, 25-28, 31	26
MCO 2	1-7, 9-16, 18-21, 23, 25-28, 31	23
MCO 3	1-7, 9-16, 18-21, 23, 25-28, 31	25
MCO 4	1-7, 9-16, 18-21, 23, 25-28, 31-32	26
Reporter/Videographer 1	1-7, 9-16, 18-21, 23, 25-28	23
Reporter/Videographer 2	1-7, 9-16, 18-21, 23, 25-28, 31-32	26
Videographer 1	1-7, 9-16, 18-21, 23, 25-28, 31-32	23
Videographer 2	1-7, 9-16, 18-21, 23, 25-28, 31-32	23
Web Producer 1	1-7, 9-16, 18-21, 23, 25-28, 31	2
Web Producer 2	1-7, 9-16, 18-21, 23, 25-28	23
Web Producer 3	1-7, 9-16, 18-21, 23, 25-28	23
News Director	1-7, 9-16, 18-21, 23, 25-28, 31-32	25

<sup>1</sup> This report was modified in April 2009 to address minor reporting discrepancies.

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**II. MASTER RECRUITMENT SOURCE LIST (MRSL)**

<b>RS No.</b>	<b>RS Information</b>	<b>Source Entitled To Vacancy Notification? (Yes/No)</b>	<b>No. of Interviewees Referred by RS Over 12-month period</b>
1	Career Services Center (dan.onitsuka@wku.edu) Western Kentucky University Weatherby Admin Bldg, #109 Bowling Green, KY 42101-3576 270-745-0111	Y	3
2	Kat Williams (kat.williams@wku.edu) WKU, Dept. of Journalism Gordon Wilson Hall, Room 313A Bowling Green, KY 42101 270-745-4144	Y	1
3	Terry Likes, News (terry.likes@wku.edu) WKU, Communications & Broadcasting Ivan Wilson Center, Room 141 Bowling Green, KY 42101 270-745-4144	Y	9
4	Jo-Anne Ryan, Director (jo-anne.ryan@wku.edu) Broadcasting/Faculty WKU/Communications & Broadcasting Mass Media and Technology Bldg 1 Big Red Way Bowling Green, KY 42101 270-745-4144	Y	0
5	Liz Heller (eheller@draughons.edu) Draughon's Junior College 2421 Fitzgerald Industrial Dr. Bowling Green, KY 42101 270-843-6750	Y	0

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6	Ron Baldwin (ron.baldwin@kctcs.edu) Bowling Green Technical College 1845 Loop Drive Bowling Green, KY 42101-3601 270-746-7467	Y	0
7	Michael Bille Michaels Media (info@michaelsmedia.com) 1721 Richardson Pl. Tampa, FL 33606 813-254-9695	Y	2
8	Ray Lanham (www.job.state.ky.us) Ky. Dept for Employment Svc. PO Box 90003 Bowling Green, KY 42102 270-746-7425	Y	0
9	Beverly Robbins (postjobs@siu.edu) Southern Illinois University at Carbondale College of Mass Communications Carbondale, IL 62901 618-453-2391	Y	0
10	Ken Keller (krknews@verizon.net) University of Illinois 16 Grandview Dr. Normal, IL 61761 309-451-1093	Y	0
11	University of Kentucky (sally.chesser@uky.edu) School of Journalism & Telecom 116 Grehan, Journalism Bldg. Lexington, KY 40506 859-257-2786	Y	0
12	University of Louisville (employ@louisville.edu) Communications Dept 310 Strickler Hall Louisville, KY 40292 800-344-8635	Y	0

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13	Phou Sengsavanh (sengsavanh@missouri.edu) University of Missouri-Columbia School of Journalism, 76 Gannett Hall Columbia, MO 65211 573-882-0373	Y	0
14	R. Crisp (r.crisp@moreheadstate.edu) Career Services Morehead State University 220 Alley Young Morehead, KY 40351 606-783-2233	Y	0
15	Career Services (marlo.rhodes@murraystate.edu) Murray State University 210 Ordway Hall Murray, KY 42071 270-762-3735	Y	2
16	Karen Austin (kaustin@mtsu.edu) Middle Tennessee State University Box 2, 1301 E. Main St. Murfreesboro, TN 37312 615-898-2500	Y	3
17	Tennessee State University <sup>2</sup> (jobs@tnstate.edu) 3500 John A Merritt Nashville, TN 37209 615-963-5281	N	0
18	RTNDA (nicolen@rtnda.org) 1600K St., NW Washington, DC 20006 202-296-8897	Y	0
19	Medialine (medialine@medialine.com) PO Box 51909 Pacific Grove, CA 93950 800-237-8073	Y	1

<sup>2</sup> Prior to this reporting period, Tennessee State University announced that it would no longer accept vacancy announcements by email and advised that employers would be able to post vacancy announcements to an online database. At the time, however, the online database was not yet operational. Accordingly, WBKO-TV discontinued using this source and no longer considered "entitled" under the FCC's rules.

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20	Jim Cromwell (jobs @leadershipinstitute.org) The Leadership Institute Steven P.J. Wood Bldg, 1101 N Highland Arlington, VA 22201 703-247-2000	Y	0
21	Walterene Swanston (nabjprograms@aol.com) Nat'l Assoc of Black Journalists 8701 Adelphi Rd Hyattsville, MD 20783 301-445-7100	Y	0
22	Intentionally Omitted	N	0
23	Posting on Station's website	N	78
24	WBKO On-Air Announcement	N	0
25	Employee Referral	N	6
26	Internal Transfer/Promotion	N	5
27	Walk-In/Self Referral	N	13
28	Brian & Iris Tobler (wel-ec-nashville@ldsmail.net) LDS Employment Resource Center 19 Industrial Park Dr. Nashville, TN 615-822-7046	Y	0
29	Classified Advertising Bowling Green Daily News 813 College St. Bowling Green, KY 270-781-1700	N	0
30	Job Fair	N	2
31	Tvnewsgigs.com info@tvnewsgigs.com	N	0
32	Society of Professional Journalists 3909 N. Meridian St. Indianapolis, IN 46208 spi@spi.org	N	0
<b>Total Interviewees over 12-month period</b>			<b>125</b>

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**III. RECRUITMENT INITIATIVES**

	<b>Type of Recruitment Initiative (Menu Selection)</b>	<b>Brief Description Of Activity</b>
1	Training Program to Help Personnel Acquire Skills to qualify them for Higher Level Positions	The Station has implemented a cross-training program between its News and Production departments. Once an employee learns the job he/she is hired to perform, they receive training in another area. For example, News employees may receive training as Master Control Operators or Directors, and Production employees may receive training to develop skills such as editing and photography. The skills learned in cross training qualify on-staff personnel to apply for cross-disciplinary vacancies.
2	Internship Program	During the reporting period, the Station hosted five interns. One intern worked in the Station's News department; 3 worked in its Creative Services department; and one worked in its Production department.
3	Participate in Job Fair	<p>In April 2007, the Station's HR Director and Production Manager participated in the Bowling Green Technical College Spring Job Fair.</p> <p>On August 21, 2007, the Station's HR Director, Promotions Director, and News Director participated in an area-wide job fair sponsored by the Bowling Green Chamber of Commerce.</p> <p>On November 1, 2007, the Station's HR Director, General Sales Manager and News Director participated in Western Kentucky Career Fair.</p> <p>On March 5, 2008, the Station's Programming Manager participated in Murray State University Career Fair.</p> <p>On March 27, 2008, the Station's HR Director participated in Western Kentucky University spring career fair.</p>